

AMENDMENTS TO THE CLAIMS:

1. (Previously Presented) A method for providing redeemable purchasing incentives to customers, comprising:

displaying to a user of a first user computer, a banner advertisement related to a purchasing incentive;

in response to and in association with the display of the banner advertisement, receiving from the user through the first user computer an identifier associated with a second user computer;

in response to the receipt of the identifier, transmitting a coupon to the second computer; and

displaying the coupon on the second computer, whereby the coupon can be redeemed directly through its display on the second computer.

2. (Previously Presented) The method of claim 1, wherein the transmitting further includes transmitting the coupon to the second computer, provided the second computer has received less than a predetermined number of coupons.

3. (Previously Presented) The method of claim 1, where the displaying further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.

4 - 6. (Canceled)

7. (Previously Presented) The method of claim 1, wherein the transmitting of the coupon to the second computer further comprises transmitting the coupon to a display.

8. (Original) The method of claim 7, wherein the display is associated with a wireless telephone.

9. (Previously Presented) A computer-readable medium containing instructions for controlling a computer to perform a method for providing redeemable purchasing incentives to customers, comprising:

displaying to a user of a first user computer, a banner advertisement related to a purchasing incentive;

in response to and in association with the display of the banner advertisement, receiving from the user through the first user computer an identifier associated with a second user computer;

in response to the receipt of the identifier, transmitting a coupon to the second computer; and

displaying the coupon on the second computer, whereby the coupon can be redeemed directly through its display on the second computer.

10. (Previously Presented) The computer-readable medium of claim 9, wherein the transmitting further includes transmitting the coupon to the second

computer, provided the second computer has received less than a predetermined number of coupons.

11. (Previously Presented) The computer-readable medium of claim 9, where the displaying further comprises displaying a subset of information associated with the coupon to accommodate display characteristics of the second computer.

12. (Currently Amended) A system for providing redeemable purchasing incentives to customers, comprising:

a web server ~~that transmits~~ programmed to transmit a banner advertisement related to a purchasing incentive to a first user computer over a network and ~~receives~~ programmed to receive an identifier that is associated with a second user computer from a user of the first user computer; and

an ad server ~~that receives~~ programmed to receive the identifier from the web server and ~~transmits~~ programmed to transmit a coupon to the second computer.

13. (Currently Amended) The system of claim 12, wherein the web server ~~comprises a web server that receives~~ is further programmed to receive the banner advertisement from the ad server and subsequently ~~transmits~~ transmit the banner advertisement.

14. (Previously Presented) The system of claim 12, wherein the coupon transmitted to the second computer comprises a coupon that can be redeemed directly through its display on the second computer.